

8 a memory for storing a program representative of a
9 predetermined image,

10 a controller actuatable to control the selection and sequence
11 of energization of the light sources within a predetermined time
12 span in accordance with the predetermined program stored on the
13 memory, so that a viewer observing the array and being carried past
14 the array at a predetermined speed will observe, immediately
15 following said predetermined time span, the predetermined image as
16 an apparently stationary image occupying an area subsequently
17 larger than the area of said array,

18 said main computer being operable to replace the program
19 stored in said memories with a program stored in said main
20 computer.

Please amend claims 12, 13, and 15 as follows:

Amend claim 12 as follows:

Claim 12, line 4, delete "the" and replace with - a --.

Amend claim 13 as follows:

1 ~~12-13.~~ (Amended) A [In a] transport system having a path along
2 which carriers can pass and a visual display system located
3 adjacent said path, the display system comprising [comprises] a
4 fiber [fibre] optic array in which one end of a bundle of optical
5 fibers [fibres] is arranged so that [the] ends of the individual
6 fibers [fibres] at one end of the bundle form a vertically elongate
7 array of rows and columns and [the] ends of the individual fibers
8 [fibres] at the opposite end of the bundle are connected to an
9 electro-optical interface unit, control means for supplying
10 electrical signals to the interface unit to cause the array to
11 display a succession of images and means for controlling the rate
12 at which the control means supplies said signals in accordance with

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13 [the] a speed of the carrier past the system, and within a time
14 frame related to a ^{reaction} ~~persistent~~ [the persistence] time of [the] a
15 human retina to light, whereby an observer on the carrier will
16 perceive apparently simultaneously a single horizontally elongate
17 display consisting of said successive images located side by side.

Amend claim 15 as follows:

Claim 15, line 1, delete "display"; and
line 3, delete the second occurrence of "the" and
replace with -- a --.

Please add new claims 16 through 25.

1 -- 16. An arrangement according to claim 10, wherein said main
2 computer is programmed to replace the program stored in selected
3 ones of the memories in accordance with the time of day. --

1 -- 17. An arrangement according to claim 10, wherein the
2 computer is programmed to replace the program stored in selected
3 ones of the memories in accordance with the location of their
4 associated arrays. --

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1 -- 4 18. An arrangement according to claim 10, wherein each said
2 system includes sensing means for monitoring the passage of a
3 carrier carrying said viewer past the array to trigger said
4 controller into action. --

1 -- 5 18. An arrangement according to claim 10, wherein each said
2 sensing means has infrared sensing means arranged to activate said
3 controller upon approach of said carrier to the array and to
4 deactivate the controller upon the departure of said carrier away
5 from said array. --

1 -- ⁶~~20~~. An arrangement according to claim ⁴~~18~~, wherein each said
2 sensing means comprises a first infrared transmitter and receiver
3 pair located upstream of the array and a second infrared and
4 transmitter pair located downstream of the array. --

1 -- ⁷~~21~~. An arrangement according to claim ¹~~10~~, wherein the
2 controller of each said system is arranged to cyclically repeat the
3 energizations specified by the predetermined program at regular
4 intervals. --

1 -- ⁸~~22~~. An arrangement according to claim ¹~~10~~, wherein the array
2 of each said system consists of light sources of different colors
3 and wherein the predetermined program specifies different durations
4 of energization of the different colored light sources. --

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1 -- ⁹~~23~~. An arrangement according to claim ¹~~10~~, wherein the
2 controller of each said system is arranged to complete one cycle of
3 the predetermined programs within a period of 0.015 seconds. --

1 -- ¹⁰~~24~~. An arrangement according to claim ¹¹~~10~~, wherein the ratio
2 of rows to columns in each said array is 16:1 or greater. --

1 -- ¹¹~~25~~. An arrangement according to claim ¹~~10~~, wherein in each
2 said system each light source comprises a light emitting diode and
3 the controller includes a driver for driving each light emitting
4 diode, the driver being arranged to vary a period for which its